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**Abstract**

In the European Higher Education Area the diversification of higher education is considered to be an emphasized value, a guarantee of creativity. The various institutional rankings are the displays of vertical diversity, but in parallel with these, there is an increasing attention directed at horizontal diversity, the entirety of the institutions' activities. The European Mapping Project (U-map) undertook this challenge. The paper presents the research program, which is an attempt to adapt the U-map model to Hungary. According to the results, the U-map method which was intended for application on an international level, is very useful in the identification of the main groups of institutions in a specific national higher education system as well, and may provide a basis for the creation of institutional strategies and the development of the institutions' network. (HRK / Abstract übernommen)